



WPTV

ORDER

Print Date 11/20/12

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Flight Dates **10/30/12-11/06/12**

Contract / Revision **315872 /**

Original Date / Revision
10/25/12 11/02/12

Advertiser **Florida Democratic Party - S**

Agency **Dudley Media**

Buying Contact

**919 Catherine Street
Philadelphia, PA 19147**

Product

FL Democratic Party: Sachs/Bruno

Agency Com 15%

Billing Contact

**919 Catherine Street
Philadelphia, PA 19147**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **6 - Add**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	73	\$52,232.50	\$61,450.00	0.00
Totals	73	\$52,232.50	\$61,450.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/06/12	73	\$52,232.50	\$61,450.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WPTV	10/30/12	11/06/12	M-F 6-7a M-F 6-7a	CM	6-7a	12111--	:30	6	\$1,200.00	FX	0.00	NM	6	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	11111--		5				\$1,200.00		0.00			
		Week: 11/06/12	11/12/12	-1-----		1				\$1,200.00		0.00			
E 2	WPTV	10/30/12	11/06/12	M-F 9-10a M-F 9-10a	CM	9-10a	12-1---	:30	4	\$650.00	FX	0.00	NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	11-1---		3				\$650.00		0.00			
		Week: 11/06/12	11/12/12	-1-----		1				\$650.00		0.00			



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Contract / Revision **315872** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/25/12/ 11/02/12

Order Sep 00:20:00

Advertiser **Florida Democratic Party -** Product **FL Democratic Party: Sachs** Estimate # **6 - Add**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 3	WPTV	10/30/12	11/06/12	M-F 10-11a M-F 10-11a	CM	10-11a	12111--	:30	6	\$475.00	P-1	0.00 NM	6	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	11111--		5			\$475.00		0.00			
	Week:	11/06/12	11/12/12	-1-----		1			\$475.00		0.00			
E 4	WPTV	10/30/12	11/06/12	M-F 11-12n M-F 11-12n	CM	11a-12p	12111--	:30	6	\$350.00	P-1	0.00 NM	6	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	11111--		5			\$350.00		0.00			
	Week:	11/06/12	11/12/12	-1-----		1			\$350.00		0.00			
E 5	WPTV	10/30/12	11/05/12	M-F 12-1pm M-F 12n-1p	CM	12-1p	11111--	:30	5	\$500.00	FX	0.00 NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	11111--		5			\$500.00		0.00			
E 6	WPTV	10/30/12	11/05/12	M-F 1-2p M-F 1-2p	CM	1-2p	11111--	:30	5	\$350.00	P-1	0.00 NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	11111--		5			\$350.00		0.00			
E 7	WPTV	10/30/12	11/05/12	M-F 2-3p M-F 2-3p	CM	2-3p	11111--	:30	5	\$300.00	P-1	0.00 NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	11111--		5			\$300.00		0.00			
E 8	WPTV	10/30/12	11/05/12	M-F 5-530p M-F 5-530p	CM	5-530p	11111--	:30	5	\$1,600.00	FX	0.00 NM	5	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	11111--		5			\$1,600.00		0.00			
E 10	WPTV	10/30/12	11/05/12	M-F 630-7p M-F 630-7p	CM	630-7p	11-1---	:30	3	\$3,000.00	FX	0.00 NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	11-1---		3			\$3,000.00		0.00			
E 11	WPTV	10/30/12	11/05/12	NBC Monday Prime The Voice	CM	8-10p (8:00 PM-10:00 PM)	M-----	:30	1	\$4,000.00	FX	0.00 NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	M-----		1			\$4,000.00		0.00			
E 12	WPTV	10/30/12	11/05/12	Monday Prime C Revolution	CM	10-11p	M-----	:30	1	\$2,150.00	FX	0.00 NM	1	\$2,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	M-----		1			\$2,150.00		0.00			
E 13	WPTV	10/30/12	11/05/12	Thursday Prime A 30 rock/up...night	CM	8-9p	---T---	:30	1	\$1,450.00	FX	0.00 NM	1	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	---T---		1			\$1,450.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
	2	WPTV	10/30/12-11/05/12	Thursday Prime A		8-9p	---Th-----	:30		(\$1,450.00)		0.00 NM		
	See MG 13.3													
	3	NPTV	11/01/12-11/01/12	Thursday Prime A		8-9p	---Th-----	:30		\$1,450.00		0.00 NM		
	Ⓜ MG for 13.2 11/01													
	[program change to The Voice]													
E 14	WPTV	10/30/12	11/05/12	NFL Game NFL Game	CM	4p-12a (8:15 PM-11:30 PM)	-----S	:30	1	\$3,500.00	FX	0.00 NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	-----S		1			\$3,500.00		0.00			



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Contract / Revision **315872** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/25/12/ 11/02/12

Order Sep 00:20:00

Advertiser **Florida Democratic Party -** Product **FL Democratic Party: Sachs** Estimate # **6 - Add**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	WPTV	10/30/12	11/05/12	NFL Game NFL Game	CM	4p-12a (8:15 PM-11:30 PM)	-----S	:30	1	\$3,500.00	FX	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	-----S	1		\$3,500.00		0.00						
E 15	WPTV	10/30/12	11/05/12	M-F 1135p-1235a Tonight Show	CM	1135p-1235a	11111--	:30	5	\$475.00	P-1	0.00	NM	5	\$2,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	11111--	5		\$475.00		0.00						
E 16	WPTV	10/30/12	11/06/12	M-F 5-6a M-F 5-6a	CM	5-6a	22111--	:30	7	\$350.00	P-1	0.00	NM	7	\$2,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	21111--	6		\$350.00		0.00						
Week:		11/06/12	11/12/12	-1-----	1		\$350.00		0.00						
E 17	WPTV	10/30/12	11/05/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	11111--	:30	5	\$600.00	P-1	0.00	NM	5	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	11111--	5		\$600.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
4	WPTV	10/30/12-11/05/12		M-F 4p-5p	4-5p		MTWThF----	:30	(\$600.00)	0.00	NM				
See MG 17.8															
[Network Breaking News]															
8	NPTV	11/05/12-11/05/12		M-F 6-7a	6-7a		M-----	:30	\$1,200.00	0.00	NM				
Ⓜ MG for 17.4 10/31															
2-4-1 mkgd partially from #314576, est 6 & this contract															
E 18	WPTV	10/30/12	11/05/12	M-F 3p-4p 3-4pm Jeff Probst	CM	3-4p	11111--	:30	5	\$425.00	P-1	0.00	NM	5	\$2,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	11111--	5		\$425.00		0.00						
N 19	WPTV	10/30/12	11/05/12	Thursday Prime B office/parks	CM	9-10p	---T---	:30	1	\$1,800.00	FX	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	---T---	1		\$1,800.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	WPTV	10/30/12-11/05/12		Thursday Prime B	9-10p		---Th----	:30	(\$1,800.00)	0.00	NM				
See MG 19.2															
2	NPTV	11/01/12-11/01/12		Thursday Prime B	9-10p		---Th----	:30	\$1,800.00	0.00	NM				
Ⓜ MG for 19.1 11/01															
[program change to The Voice]															
N 20	WPTV	10/30/12	11/05/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$500.00	FX	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	-----S	1		\$500.00		0.00						
Totals														73	\$61,450.00